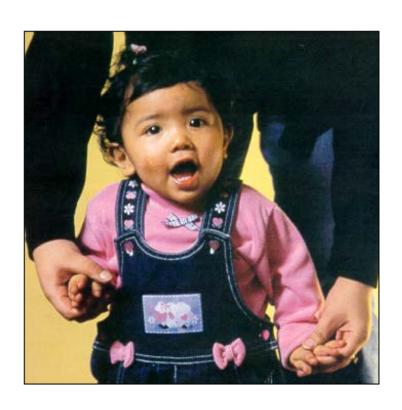
Help me be healthy-

Promoting healthy eating habits in children



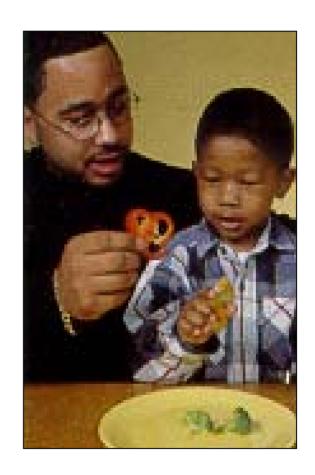
- Series of 8 pamphlets targeted to caregivers of children.
- · Overall goal:

Give caregivers knowledge and skills to help their children develop physically, intellectually, socially, and emotionally.

- · Tools for a flexible approach to nutrition education.
- · Based upon Bright Futures health supervision guidelines.

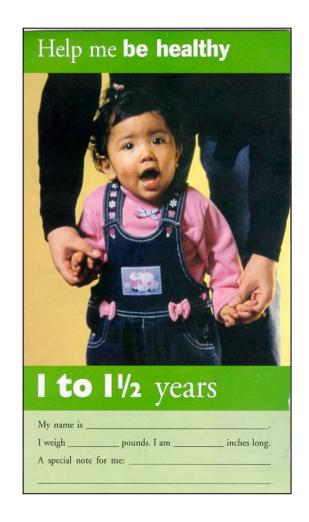
Two major themes:

- As role model and teacher, the caregiver enables the child to learn, value, and apply behaviors that promote good health.
- Mealtimes and related activities are learning opportunities for the child.



Key Features -

- · Can be personalized
 - Name, weight and height can be recorded
 - Space for a written goal or note



Each pamphlet has a theme

I'm ready to try new foods!



a toddler.

I want to try new foods.

Please help me.

- Use the Food Guide Pyramid to choose healthy foods for me.
- Offer me breakfast, lunch, and dinner and 2 to 3 healthy snacks every day.
- Have my meals and snacks at the same times each day. If we are away from home, please bring some food (like my WIC cereal) for me to eat.
- Offer me small servings of foods. My stomach is little.
- Cut my food into very small pieces.
- Eat with me! We can enjoy our meals together and I learn so much from you.
- I must sit when I eat. Please let me sit in a high chair or with support at the table.
- Offer me water to drink between meals and snacks.



1 to 1 $\frac{1}{2}$ years I'm ready to try new foods. The child is in transition from the infant diet $1\frac{1}{2}$ to 2 years Teach me to be a healthy eater. Feeding entails roles for caregiver and child 2 to 2 $\frac{1}{2}$ years Help me learn to make choices. The toddler wants to be in control $2\frac{1}{2}$ to 3 years Please and thank you! I want to be like you. Children learn from their caregivers 3 to 3 $\frac{1}{2}$ years Let me do it! The preschooler seeks competence $3\frac{1}{2}$ to 4 years Snacks can be good for me. Foods lower in fat and sugar offer health benefits 4 to 4 $\frac{1}{2}$ years Help me grow up to be a healthy eater. Shopping for and preparing foods are times to learn $4\frac{1}{2}$ to 5 years Help me stay healthy and active. Breakfast and physical activity are important.

- Nutrition advice based upon the theme
- WIC foods featured
- Illustrations to reinforce and complement text
- Headers and bullets to emphasize key points

I have a new WIC food package!

The foods I now get from WIC are:

Cereal luice Milk and cheese Dry beans

Please give me some of my WIC foods every day. They help me grow healthy and strong. I can eat cereal and juice at breakfast. Give me an egg at lunch time. Cheese makes a great snack. Cook the beans for dinner. I can drink milk with meals and have some in pudding for a snack. Ask the WIC staff about the type of cereal I can eat at this age.

Keep me from choking!

. As I learn to eat new foods, I need your help. Do not let me eat alone! I can choke easily, Please give me foods that are:

Cooked (soft, raw fruits are okay) Chopped into small pieces Moist, not dry Cooled a little Not too spicy or salty Not hard or sharp Not sticky



· Do not feed me: Hot dogs Hard foods (like candy, peanuts, raisins, or chips) Whole grapes Peanut butter

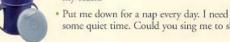
- Growth and development milestones
- Health and safety tips based upon EPSDT and **Bright Futures standards**
- Oral health tips
- Reminders for immunizations and health check ups

Look what I can do!

- . I can drink from a small cup. I hold it with both hands. Be sure the cup cannot break. I should stop drinking from a baby bottle.
- . I eat food with my fingers, but am learning to use a spoon. The more I feed myself, the better I get. I will be messy as I learn how
- I am starting to walk. Walking makes my legs strong. Please keep an eye on me so I am safe.
- I can say a few words. I listen to you. Talk to me so I can learn more.
- I have teeth! I need them to chew and talk, Clean them 2 times a day. Use a small, soft toothbrush and water. Brush both the front and back sides.

Health and Safety Tips

- · Buckle me into a child safety seat before I ride in a car.
- . Take me to the doctor at 12 months and 15 months for my shots and checkup.
- . I may need a blood test for lead. Ask the doctor at my next visit.
- . Place objects that can hurt me out of my reach.



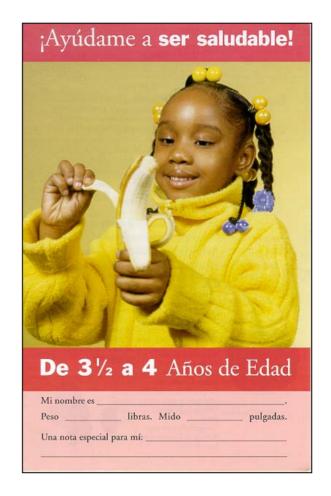
some quiet time. Could you sing me to sleep? Office of the Maryland WIC Program.

1-800-242-4WIC Parris N. Glendening, Governor Georges C. Benjamin, MD, Secretary This institution is an equal opportunity provider and employer.

Research, Development, & Training

- Topics and content selected and reviewed by local agency staff and others.
- Technical assistance provided by state Office of Oral Health and Healthy Kids Program.
- Samples of pamphlets field tested in local agencies.
- Contractor visited WIC clinics and interviewed staff.
- Training guide developed for local agency staff.
- Train-the-trainer workshop provided for local agency staff.

Pamphlets have been translated into Spanish.



Positive feedback -

- Staff and participants like them.
- "Printing and Graphics Excellence Award for 2000."

